

## RESEARCH INTEREST

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Human Computer Interaction (HCI), Computer Supported Cooperative Work (CSCW), Computer-Mediated Communication (CMC), Social Computing

## EDUCATION

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**University of Washington** Seattle, WA, USA  
Ph.D. in Human Centered Design and Engineering Sep 2023 - present  
Advisors: Prof. David McDonald and Prof. Mark Zachry

**Seoul National University** Seoul, South Korea  
M.S. in Intelligence and Information Sep 2019 - Feb 2022  
Advisor: Prof. Joongseek Lee  
GPA: 4.00 / 4.30

**Thesis:** *Study on Remote Studying Activity with Video Conferencing Tool to Feel the Presence of Others: Focusing on Revealing and Hiding Themselves through Videos*

**Ewha Womans University** Seoul, South Korea  
BA in International Studies (conc. in Business and Economics) Mar 2013 - Feb 2019  
BA in Advertising and Public Relations  
GPA: 3.98 / 4.30 (3rd/36); Major GPA: 4.01 / 4.30

## RESEARCH PROJECTS

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**Utilizing Generative AI for Dispute Resolution between Wikipedians** Sep 2023 - present  
*Graduate Research Assistant, University of Washington*  
Conducting desk research on online community dispute resolution and AI moderator

**Designing a New Video Conferencing Interface for Virtual Studying** Jan 2022 - Apr 2022  
*Personal Project, UX Lab*  
Designed video conferencing interfaces and conducted a user study with 10 users [p.6]

**Understanding Co-Studying Activity on Video Conferencing Rooms** Jan 2021 - Jan 2022  
*Personal Project, UX Lab*  
Conducted 42 interviews, a survey with 107 users, and analysis of 464 video conference screens [c.1]

**Designing a Knowledge-Sharing Chatbot for Residents of a Co-Living Space** Jul 2020 - Jan 2021  
*Project Manager, UX Lab*  
Conducted eight interviews and a workshop with 15 users for chatbot design, and conducted a one-week case study with 19 users [p.3, p.5]

**Understanding Single Households' Use of Smart Speakers** Jul 2020 - Jan 2021  
*Project Manager, UX Lab*  
Conducted a six-week field study with 19 users, including an analysis of 2,491 utterance data [p.4]

**Investigating Information Needed for Awareness between Remote Workers** Mar 2020 - Jun 2020  
*Personal Project, UX Lab*  
Designed a pseudo-service and conducted a one-week case study with a group of eight users [p.2]

**Building a Smart Speaker Application for Classical Music Beginners** Sep 2019 - Jan 2020  
*Graduate Research Assistant, UX Lab*  
Assisted conversation design and collected VOCs during a 15-day case study with 25 users

**Investigating Auditory Cues for Separateness of AI Speaker Services** Oct 2019 - Nov 2019  
*Personal Project, UX Lab*  
Designed conversational agent prototypes and conducted a user study with 10 users [p.1]

## PUBLICATIONS

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### CONFERENCE PAPERS

- [c.1] **Soobin Cho**, Joongseek Lee, and Bongwon Suh. 2023. “I Want to Reveal, but I Also Want to Hide” Understanding Virtual Study Room and Its Inherent Conflict of Revealing and Hiding Needs. In *Companion Publication of the 2023 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '23)*. [paper]

### POSTERS AND EXTENDED ABSTRACTS

- [p.6] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2022. “Hide Your Video, Show Your Action!” Investigating a New Video Conferencing Interface for Virtual Studying. In *Companion Publication of the 2022 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '22)*. [paper]
- [p.5] Sang Ah Park, Yoon Young Lee, **Soobin Cho**, Minjoon Kim, and Joongseek Lee. 2021. “Knock Knock, Here Is an Answer from Next Door”: Designing a Knowledge Sharing Chatbot to Connect Residents: Community Chatbot Design Case Study. In *Companion Publication of the 2021 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '21)*. [paper]
- [p.4] **Soobin Cho**, Yoon Young Lee, Sang Ah Park, and Joongseek Lee. 2021. “Can Smart Speaker Be the ‘SimSimi’ for Single Households?”: Study on the Use of Smart Speakers by Single Households. In *Proceedings of HCI Korea 2021 (HCIK 2021)*. [paper]
- [p.3] Sang Ah Park, **Soobin Cho**, Yoon Young Lee, and Joongseek Lee. 2021. ‘Naver Knowledge-iN’ in a Speaker: Designing a Voice-Based Knowledge Sharing Service. In *Proceedings of HCI Korea 2021 (HCIK 2021)*. [paper]
- [p.2] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2020. Not Too Much, Nor Too Less: Investigating Which Information Should Be Shared for Awareness Between Remote Workers. In *Companion Publication of the 2020 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '20)*. [paper]
- [p.1] **Soobin Cho** and Joongseek Lee. 2020. Study on Auditory Cues for Conversation Separateness in AI Speaker Multi-Turn Services. In *Proceedings of HCI Korea 2020 (HCIK 2020)*. [paper]

## EXPERIENCE

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### **Soft Berry Inc.**

*UX Researcher, Product Team*

- Led all user research from setting research objectives to designing and conducting research
- Worked with stakeholders to communicate the findings into actionable goals and principles
- Includes one workshop, four surveys, and 70+interviews

Seoul, South Korea

Mar 2022 - Aug 2023

### **UX Lab, Seoul National University**

*Graduate Research Assistant*

- Managed two research projects as a project manager and conducted four personal research projects, overseeing and leading the entire process
- Includes one workshop, four field/case studies, and 80+interviews

Seoul, South Korea

Sep 2019 - Feb 2022

### **Weber Shandwick Korea**

*Junior Associate, Consumer Marketing Team*

- Planned, conducted, and evaluated digital and print PR campaigns

Seoul, South Korea

Sep 2017 - Oct 2018

## TEACHING EXPERIENCE

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### **Creative Fusion Seminar**

*Teaching Assistant*

Assisted undergraduate students in conducting user research and designing prototype

Seoul National University

2020 Fall

### **Information Technology Practice**

*Teaching Assistant*

Assisted undergraduate students in conducting user research and designing prototype

Seoul National University

2020 Spring

HONORS AND SCHOLARSHIPS

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<b>Brain Korea 21 Four Scholarship</b>	2020 Fall, 2021 Spring
<b>Brain Korea 21 Plus Scholarship</b>	2019 Fall, 2020 Spring
<b>Ewha Womans University Honors Scholarship</b>	2013 Fall, 2014 Fall, 2015 Fall, 2017 Spring
<b>Ewha Womans University Dean's List</b>	2013 Spring, 2014 Spring, 2014 Fall, 2016 Fall, 2017 Spring

INVITED TALKS

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<b>HCI Korea 2020 Tutorial Presentation</b>	Aug 2020
Making 'Cool' Voice Service	

REVIEW SERVICE

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CSCW 2023, CHI 2022 Late-Breaking Work

SKILLS

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**Research Skills:** Field study, case study, co-creation workshop, in-depth interview, focus group interview, survey, prototyping, usability testing, content analysis, thematic analysis, statistical analysis, data visualization, literature review

**Software Skills:** Python, SQL, HTML, CSS

**Platforms:** Google Analytics, Amplitude, Google Dialogflow